

State of Utah

Agricultural Promotion Assistance



Grants

Promoting

Agriculture





State of Utah

Agricultural Promotion Assistance

Background

President Bush disburses \$697,000 to Utah.

Category 1

\$500,000

“activities that
promote
agriculture.”

Category 2

\$140,000

“specialty
crop
production.”

Project Goals

Categories 1 & 2

Enhance Utah agriculture in ways that generate added revenue directly to farmers and ranchers.



- 1. Develop new products or crops.**
- 2. Create new or expanded sales.**
- 3. Increases consumer awareness of, or demand for, Utah agricultural products.**
- 4. Specialty production.**
- 5. Disease prevention**
- 6. Food safety**

Category 2

Specialty Crops

(Excluding: wheat, feed grains, oilseeds,
cotton, rice, peanuts, and tobacco)

May include:

Hay, vegetables, beans, potatoes, onions,
fruits, nuts, apples, apricots, cherries, peaches,
berries, watermelon, cantaloupe, sweet corn,
peppers, greenhouse/nursery, pumpkins,
squash, carrots, and others. May include
livestock.



Category 1

Promote Utah Ag.



May include, but not limited to:

Livestock, livestock products, grazing, dairy, poultry, organics, trout, and “activities that promote agriculture.”

Project Plan Requirements



The project plan should include:

- **A Mission Statement**
- **Goals**
- **Objectives**
- **Tasks**
- **Benefits**
- **Accountability**

Categories 1 & 2

Evaluation Protocol



Matching funds – Amount from other sources to compliment state funds?

Federal funds – projects should not utilize federal funds.

Appropriate to the program purposes – does the project accomplish the purpose of enhancing current Utah agriculture production or create new marketing structures?

Credibility – is it reasonable to expect the project to be successful?

Timeliness – can the project be completed within a reasonable timeframe.

Project Plan Guidelines

The plan evaluation criteria:

Does the project **enhance an operator's income?** How?

Demonstrate the potential to positively improve the marketing of agricultural products produced in Utah.

Demonstrate a merchandising strategy to create new sales or expand existing markets.

Demonstrate a production strategy to produce new products and merchandising strategy to market new product.

Demonstrate a strategy to create value-added products.



Project Plan Guidelines

The plan evaluation criteria:

Demonstrate a strategy to create value-added linkage among various Utah industry sectors.

Demonstrate that the marketing project will coincide with the production cycle.

Provide a detailed analysis of the product, geographic area and target market that will be affected.

Provide a timetable and objectives along with quantifiable benchmark and expected results.



Project Plan Guidelines

The plan evaluation criteria:

Identify how the results of the project coordinate with existing or previous marketing programs

Identify the resources needed and a management team with the ability to administer the proposed project.

Identify resources that will be used to leverage the requested funds in the project.





APPLICATION FOR STATE AGRICULTURAL MARKETING ASSISTANCE

APPLICANT INFORMATION

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TYPE OF APPLICANT: (enter appropriate letter in box)		DESCRIPTIVE TITLE OF APPLICANT'S PROJECT:	
A. State	H. Independent School District	AREAS AFFECTED BY PROJECT (Cities, Counties, etc.)	
B. County	I. State Controlled Institution of Higher Learning		
C. Municipal	J. Private University		
D. Township	K. Indian Tribe		
E. Interstate	L. Individual		
F. Inter municipal	M. Profit Organization		
G. Special District	N. Other (name)		
Proposed Project:		CONGRESSIONAL DISTRICTS OF:	
Start Date Ending Date		Applicant Project:	
ESTIMATED FUNDING and SOURCES:		IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT?	
State		<input type="checkbox"/> Yes - If "Yes", attach an explanation <input type="checkbox"/> No	
Applicant			
Federal			
Other			
Program income			
TOTAL			
TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION ARE TRUE AND CORRECT, THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.			
Type name of Authorized Representative		Title	Telephone Number
Signature of Authorized Representative			Date Signed

Assistance

Grant application assistance
is available from UDAF
directors or staff

Contact Randy Parker
or
Richard Sparks at:
(801) 538-7106



Application Review Committee



Chairman Cary G. Peterson

Members Kyle Stephens UDAF
Randy Parker
Mike Marshall
Dick Wilson

Members Ken Ashby Ag. Advisory Board
Arthur Douglas Ag. Advisory Board
Richard Nielson AAB/Cattle
Bob Brown AAB/Dairy
George Dyches AAB/Food Ind.
Charlie Black Vegetables/Fruits

Process Timeline



Application deadline April 1, 2002

Review period April 1 - May 31, 2002

Grants announced June 1, 2002

Contracts signed July 1, 2002

Disbursements

Process Timeline



Application deadline April 1, 2002

Send applications to:

Commissioner Cary G. Peterson
Utah Department of Agriculture
and Food
Agricultural Promotion Assistance Pgm.
P.O. Box 146500
Salt Lake City, UT 84114-6500
(801) 538-7100